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## WHAT IS CLAIMED IS:

1. A low depth tray for fluid containers, comprising:

a base;

a first pair of opposed walls extending upwardly from the base; and a second pair of opposed walls extending upwardly from the base and integrally joined with the first pair of opposed walls to form a storage area, each of the second pair of opposed walls including an upper wall portion and a lower wall portion, the upper wall portion including first areas having a single-walled construction and second areas for contacting the fluid containers, wherein the lower wall portion nests within the corresponding first areas of a tray disposed therebelow.

- 2. The tray of claim 1, wherein the second areas have a double-walled construction.
- 3. The tray according to claim 1, wherein the first areas include upper wall panels, and the second areas include column portions.
- 4. The tray of claim 1, wherein an interior surface of each second area is substantially flat.
  - 5. The tray of claim 1, wherein an interior surface of each second area is generally concave.
- 6. The tray of claim 1, wherein an the second areas include portions extending into the storage area.
  - 7. The tray of claim 1, wherein the upper wall portion is slightly tapered in a downward direction.
    - 8. A low depth nestable tray for fluid containers, the tray comprising: a base;
    - a first pair of opposed walls extending upwardly from the base; and

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a second pair of opposed walls extending upwardly from the base and integrally joined with the first pair of opposed walls to form a storage area, each of the second pair of opposed walls including an upper wall portion and a lower wall portion, the upper wall portion including a plurality of alternating first areas having a single-walled construction and second areas a having double-walled construction, wherein the lower wall portion nests within the corresponding first areas of a tray disposed therebelow.

- 9. The tray according to claim 8, wherein the first areas include upper wall panels, and the second areas include columns for providing lateral support to fluid containers loaded in the tray.
- 10. The tray according to claim 9, wherein an interior surface of each column is substantially flat.
- 11. The tray according to claim 9, wherein an interior surface of each column is generally concave.
- 15 12. The tray according to claim 9, wherein the upper wall panels are lower in height than the columns.
  - 13. The tray according to claim 9, wherein the upper wall panels are substantially equal in height to the columns, thereby defining a continuous upper edge of the upper wall portion.
- 20 14. The tray according to claim 8, wherein the upper wall portion of at least one of the second pair of opposed walls includes a contour.
  - 15. The tray according to claim 8, wherein the lower wall portion includes an alternating arrangement of lower wall panels extending upwardly from the base and cutout portions.

- 16. The tray according to claim 15, wherein the lower wall panels have a single-walled construction.
- 17. The tray according to claim 15, wherein the lower wall panels include inwardly extending protrusions positioned to extend between adjacent fluid containers loaded in the tray.
- 18. The tray according to claim 15, wherein the upper wall portion includes a transition area immediately above the lower wall panels.
- 19. The tray according to claim 18, wherein the transition area has a double-walled construction.
- 10 20. The tray according to claim 8, wherein a top surface of the base is substantially flat.
  - 21. The tray according to claim 8, wherein a bottom surface of the base has a plurality of receiving areas for receiving therein the tops of similar fluid containers in a layer in a similar tray beneath the base.
- 15 22. The tray according to claim 8, further including at least one member extending upwardly from an interior portion of the base.
  - 23. The tray according to claim 8, wherein each of the first pair of opposed walls includes a handle portion.
- 24. The tray according to claim 23, wherein the handle portion 20 includes a top bar.
  - 25. The tray according to claim 24, wherein the top bar protrudes above an upper edge of the first pair of opposed walls.

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- 26. The tray according to claim 24, wherein the top bar is coplanar with an upper edge of the first pair of opposed walls.
- 27. The tray according to claim 24, wherein the top bar includes at least one inwardly extending projection to provide lateral support to fluid containers loaded in the tray.
- 28. A low depth nestable tray for fluid containers, the tray comprising:

a base; and

- a wall structure extending upwardly from the base having a lower side wall portion and an upper side wall portion, the lower side wall portion attached to the base and the upper side wall portion disposed above the lower wall portion, the upper wall portion having a plurality of alternating upper side wall panels having a single-walled construction to enhance nesting tolerances with similar trays, and side wall columns having a double-walled construction to provide lateral support for fluid containers loaded in the tray.
- 29. The tray according to claim 28, wherein the upper side wall panels are lower in height than the side wall columns.
- 30. The tray according to claim 28, wherein the upper side wall panels are substantially equal in height to the side wall columns, thereby defining a continuous upper edge of the upper side wall portion.
  - 31. The tray according to claim 28, wherein the upper side wall portion includes a contour.
  - 32. The tray according to claim 28, wherein the wall structure includes an upper end wall portion having a double-walled construction, the upper end wall portion including end wall columns for providing lateral support to fluid containers loaded in the tray.

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- 33. The tray according to claim 32, wherein an interior surface of each side wall column and end wall column is substantially flat.
- 34. The tray according to claim 32, wherein an interior surface of each side wall column and end wall column is generally concave.
- 5 35. The tray of claim 32, wherein an the second areas include inwardly extending portions.
  - 36. The tray according to claim 32, wherein the upper end wall portion includes a handle portion.
- 37. The tray according to claim 28, wherein the lower side wall portion includes an alternating arrangement of lower side wall panels extending upwardly from the base and cutout portions.
  - 38. The tray according to claim 37, wherein the wall structure includes a lower end wall portion having an alternating arrangement of lower end wall panels extending upwardly from the base and cutout portions.
- 39. The tray according to claim 38, wherein the lower side wall panels and lower end wall panels include inwardly extending protrusions positioned to extend between adjacent fluid containers loaded in the tray.
  - 40. The tray according to claim 28, further including at least one member extending upwardly from an interior portion of the base for providing lateral support to fluid containers loaded in the tray.
    - 41. A plastic low depth tray for bottles, the tray comprising: a base;
    - a pair of opposed end walls extending upwardly from the base, the pair of opposed end walls having a lower end wall portion including an alternating arrangement of lower end wall panels and cutout portions, and a double walled upper

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end wall portion including end wall columns for supporting bottles loaded in the tray, each of the pair of opposed end walls including a handle portion formed therein; and

a pair of opposed side walls extending upwardly from the base and integrally joined with the pair of opposed end walls to form a storage area for bottles, each side wall having a lower side wall portion including an alternating arrangement of lower side wall panels and cutout portions, and an upper side wall portion including an alternating arrangement of upper side wall panels and side wall columns, wherein the upper side wall panels have a single-walled construction and the side wall columns have a double-walled construction.

- 42. The tray according to claim 41, wherein the upper side wall panels are lower in height than the side wall columns.
- 43. The tray according to claim 41, wherein the upper side wall panels are substantially equal in height to the side wall columns, thereby defining a continuous upper edge of the upper side wall portion.
- 44. The tray according to claim 41, wherein the upper side wall portion includes a contour.
- 45. The tray according to claim 41, wherein the lower side wall panels and lower end wall panels include inwardly extending protrusions positioned extend between adjacent fluid containers loaded in the tray.
  - 46. The tray according to claim 41, further including at least one member extending upwardly from an interior portion of the base and oriented between adjacent bottle support areas disposed on an upper surface of the base.
- 47. The tray according to claim 41, wherein the handle portion includes a top bar, the top bar including at least one inwardly extending projection to provide lateral support to fluid containers loaded in the tray.

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- 48. A low depth tray for bottles, comprising:
- a floor member having a plurality of bottle support areas; and
- a sidewall structure integrally formed with the floor member, the sidewall structure having an upper wall portion and a lower wall portion, the upper wall portion having at least one double-walled area, and the lower wall portion having a single wall construction, wherein the lower wall portion includes an inner surface having a plurality of inwardly extending protrusions positioned to extend between adjacent bottles positioned in the tray.